

Coaching Tip Number 5

The 12 Absolutely Unbreakable Laws of Leadership by Brian Tracy

- 1. The Law of Integrity: Great business leadership is characterized by honesty, truthfulness and straight dealing with every person, under all circumstances.**
- 2. The Law of Courage: The ability to make decisions and act boldly in the face of setbacks and adversity is the key to greatness in leadership.**
- 3. The Law of Realism: Leaders deal with the world as it is, not as they wish it would be.**
- 4. The Law of Power: Power gravitates to the person who can use it most effectively to get the desired results.**
- 5. The Law of Ambition: Leaders have an intense desire to lead; they have a clear vision of a better future, which they are determined to realize.**
- 6. The Law of Optimism: The true leader radiates the confidence that all difficulties can be overcome and all goals can be attained.**
- 7. The Law of Empathy: Leaders are sensitive to and aware of the needs, feelings and motivations of their people.**
- 8. The Law of Resilience: Leaders bounce back from the inevitable setbacks, disappointments and temporary failures experienced in the attainment of any worthwhile goal.**
- 9. The Law of Independence: Leaders know who they are, what they believe in and they think for themselves.**
- 10. The Law of Emotional Maturity: Leaders are calm, cool and controlled in the face of problems, difficulties and adversity.**
- 11. The Law of Excellence: Leaders are committed to excellent performance of the business task and to continuous improvement.**
- 12. The Law of Foresight: Leaders have the ability to predict and anticipate the future.**